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THE LOGO

The NetRefer logo is composed of two elements, the NetRefer **emblem** and **wordmark**. The two elements need to be used together and consistently across all branding and marketing media. Both elements cannot be used individually or in any other variation than the one shown below.
THE LOGO

OFFICIAL AND NEGATIVE LOGO VERSIONS
The logo needs to be used exclusively on a white background (A). In special cases where there is no other option than using a dark backdrop, a negative version (B) of the logo has to be used.

[A] Official NetRefer logo. The NetRefer logo must always be placed on a pure white backdrop.

[B] In cases where using a white background is not an option or where the placing is beyond NetRefer’s control, a negative version of the logo has to be used instead of the official version.
THE LOGO

LOGO BUFFER AREA

The logo needs to have a minimum breathing space around it. This space can be obtained by measuring the **typeface x-height**. You can use the x-height as imaginary padding around the logo. Where possible use the full buffer area (green area). Where space is tight apply the minimum buffer area (red area).
THE LOGO

LOGO DOS AND DO NOTS
These are some examples of how to use the logo properly.

**DO.** Place the logo on the bottom left hand side of a page accompanied by other text such as call to action, contact details etc.

**DO.** Align the logo on the right hand side of a page with other elements such graphics or photos as long as it has the appropriate buffer area.

**DO NOT.** Place the logo on a gradient background even if the colours are very light.

**DO NOT.** Place the logo on a dark or multi-coloured background. It just doesn’t work.
THE LOGO

THE ORB LOGO
Another version of the NetRefer logo is the “Orb logo”. This was developed to be represent NetRefer as a product, an icon or in cases when we only want to use the NetRefer emblem on its own, without the wordmark. The “Orb” logo is not a logo replacement and should never be used on its own without the backing of the official logo. (unless it is a specific case such as office murals/posters where to “Orb” is used within a branded environment). The “Orb” logo is available in two versions, one for use on a light background (A) and one for a dark background (B)

[A] “Orb” logo on a white or light background
[B] “Orb” logo on a blue or dark background.
SLOGANS

SLOGAN VARIATIONS

NetRefer’s slogan is “NEXT GENERATION PERFORMANCE MARKETING”. The slogan needs to be used together with the logo or individually depending on the medium used or kind of exposure. In advertising material the slogan is part of the advertising layout device, while on brochures, business cards or other print material the slogan can be placed individually on both white or dark blue backdrops. The following are the two possible variations:

(A) Slogan on a pure white background

(B) Slogan on dark blue background

(C) Although variations A and B are preferred, where space is at a premium a left aligned variation can be utilised

(D) Left aligned version on a dark blue background
SLOGANS

SLOGAN DOS AND DO NOTS

These are some examples of how to use the slogan properly.

**DO.** Place the slogan under or close to contact details or other text or graphics.

Visit netrefer.com or call +356 2767 3337 for a demo NEXT GENERATION PERFORMANCE MARKETING

**DO NOT.** Use the slogan on a light blue background.

NEXT GENERATION PERFORMANCE MARKETING

www.netrefer.com

**DO.** Where possible it is recommended that the slogan is accompanied by the website URL in light blue.

**DO NOT.** Centre align the slogan. Never change the alignment of the slogan. Use only provided layouts.

NEXT GENERATION PERFORMANCE MARKETING

NEXT GENERATION PERFORMANCE MARKETING

**DO.** Use the slogan on a patterned backdrop, however make sure that there is enough contrast to make it perfectly legible.

**DO NOT.** Switch the lettering colours. Performance Marketing must always be more powerful.
The NetRefer brand is based on 2 colours, a dark blue and a light blue. The dark blue must always be the predominant colour over the light blue. The latter can be used as a secondary colour to give contrast in headings, sub headings or in some cases it can be used as a backdrop. The dark blue, being a more powerful colour must be used in cases where long copy is displayed or as a backdrop colour to slogans or call to actions.
COLOURS

BLACK AND WHITE
In cases where the NetRefer logo is reproduced in a black and white or placed on a black backdrop please make use of the supplied black and white versions.

(A) Official NetRefer logo in black and white

(B) Negative version of the black and white logo

REPLACING OFFICIAL COLOURS WITH BLACK
If you need to work in black and white while retaining the same duo tone colour system you need to replace the colours accordingly:

DARK BLUE

\[C_0\ M_0\ Y_0\ K_{00}\]

R0 G0 B0

#000000

LIGHT BLUE

\[C_0\ M_0\ Y_0\ K_{50}\]

R145 G145 B145

#919191
FOR PRINT
The NetRefer official typeface is FF DIN. The font family consists of five different weights as well as an alternate version for each weight. For standard copy such as paragraphs for print output use FF DIN Regular, for other uses such as headings use FF DIN Medium or FF DIN Bold depending on the required impact.

FF DIN REGULAR 32PT/34PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

FF DIN REGULAR 32PT/34PT LOWERCASE

abcdefghijklmnopqrstuvwxyz

ijklmnopqrstuvwxyz

tuvwxyz
You can use any FF DIN font weight in the font family but always make sure you set the leading two points higher than the font size. Ex: If the font size is 12px, leading has to be 14px. Kerning can vary according to your needs but it is good to use a kerning of -20 or -30 especially on big headings.

**FF DIN LIGHT 28PT/30PT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**FF DIN MEDIUM 28PT/30PT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**FF DIN BLACK 28PT/30PT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**FF DIN REGULAR 28PT/30PT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**FF DIN BOLD 28PT/30PT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
FOR WEB

The NetRefer official typeface for the web is MS Calibri. MS Calibri is not strictly a default font but it ships with Microsoft Office, therefore make sure you always declare a fallback font like Arial in your CSS:

```css
p {
    font-family: Calibri, Arial;
    font-size: 1em;
}
```

When designing banners, landing pages or call to actions such as buttons etc. always use FF DIN. MS Calibri is used only for long website copy and documentation purposes.

Where possible you can also make use of emerging technologies such as `typeface.js` or `cufon.js` to display non default fonts such as FF DIN. This however is subject to cross-browser compatibility.
ADVERT LAYOUT DEVICES

NetRefer adverts use a consistent layout throughout, irrelevant of the message that needs to go through. This advert is designed for a RIGHT hand page. If the Advert needs to be placed on a LEFT hand page some elements on the page layout need to flip horizontally.

The advert below shows the same version of the advert set for a LEFT hand page.
The NetRefer Orb logo is available as an icon set for both Windows and Mac.
SOURCE FILES

In this brand toolkit you can find the following source files:

LOGO FILES
NetRefer Brand Package/Official logo

SLOGAN FILES
NetRefer Brand Package/Slogan

ORB LOGO FILES
NetRefer Brand Package/Orb logo

FONT FILES
NetRefer Brand Package/Fonts

ICONS
NetRefer Brand Package/Icons

STATIONERY AND BIZ CARD TEMPLATES
NetRefer Brand Package/Stationery templates

EMAIL STATIONERY
NetRefer Brand Package/Email stationery

POWERPOINT TEMPLATE
NetRefer Brand Package/Powerpoint templates
A more compact version of the NetRefer Brand Kit is available in this location. This kit is for press and other purposes which require the use of the brand kit by third parties.

http://www.netrefer.com/presskit